



CITY OF NEWPORT BEACH SPECIAL EVENTS ADVISORY COMMITTEE

AGENDA

MEETING DATE: Thursday, February 11, 2010

TIME: 4:00 PM

PLACE: Visit Newport Beach, Inc
Conference Room
1200 Newport Center Drive, Suite 120

1. Call to Order
2. Review and Approve Minutes of January 13, 2010 (Attachment)
3. Update on Status of the Special Events Calendar
4. Conclude Discussion on Weighting of Application Form Responses (Attachment)
5. Comments from the Public
6. Set Next Meeting Date
7. Adjourn to Next Meeting

CITY OF NEWPORT BEACH
SPECIAL EVENTS ADVISORY COMMITTEE MEETING
Visit Newport Beach Inc.
January 13, 2010
8 a.m.

DRAFT MINUTES

X – In attendance
A - Absent

Members

X	Laura Davis, Fashion Island	X	Marshall Topping, Topping Events, Inc.
E	Janis Dinwiddie, Dinwiddie Events	X	Judith Brower Fancher, Brower, Miller & Cole
X	Kim Severini, Visit Newport Beach, Inc.	X	Kirwan Rockefeller, U.C. Irvine

Staff Present

Leigh DeSantis, City of Newport Beach, Economic Development Administrator
Loretta Walker, Visit Newport Beach Inc, Director of Administration as Recording Secretary

Call to Order

Laura Davis called the meeting to order at 8:15 a.m.

Review and Approve Minutes

Ms. Davis asked for a motion to approve the minutes of the December 12, 2010 meeting. Kirwan Rockefeller made the motion and Marshall Topping seconded. The minutes were unanimously accepted.

Calendar

- The Mayor would like copies of a master calendar to put on all of the participant's seats one month in advance of the "Speak Up Newport" dinner.
- Kim Severini showed the Chamber Events Calendar that is on their website, the CVB Calendar of Events and the City's website.
- Laura Davis suggested that everyone look at the master calendar and within 48 hours get back to the group with suggestions.
- Ms. DeSantis will:
 - Contact someone at the Mayor's office to find out the requested format and timeframe for the calendar.
 - Compile the information given by the committee and include things that were missed on the calendar
 - Decide what website address should be on the handout
 - If everything that is to be on the calendar is presented to her by January 19th, she will work with the IT Department to have it produced. There may be a graphic artist in-house who can design the calendar.

Event Application Form

Committee members presented their ideas on how to weight the value on a scale of 0-100% for each category or question in each section of the event application.

It was decided that:

- Section One needs to be completed in full in order for an applicant to move further on in the process.
- Sections Two and Three will each receive 50% of the review value.
- The committee will decide on how the 50% will be distributed between the items in Section Three.
- It will be determined if 70% or more goes to the next stage of the interviews. Extra credit, minus points and points for creating pride in our City may also be given.
- A big issue will be protecting the City's money by weighting the amount of money the City will be contributing.
- The committee needs to be cognizant as to how much is being approved for funding compared to how much the City has to give.
- A comment that came back from the Recreation Department will be considered: "Was there any street closure?"

Comments from the Public

There were no comments from the public.

Next Meeting Date

The next meeting is tentatively scheduled for February 11th at 4 p.m. at Visit Newport Beach Inc.

Adjourn

The meeting was adjourned at 9:15 a.m.

Respectfully submitted by

Loretta Walker,
Recording Secretary

CITY OF NEWPORT BEACH SPECIAL EVENT SUPPORT EVALUATION CRITERIA, PROCESS AND APPLICATION

Evaluation Criteria for City Support

1. The event should enhance the City of Newport Beach as an exciting place to live, work, and visit.
2. The event should contribute towards creating a unique identity (brand) for the City of Newport Beach.
3. The event should give Newport Beach residents and businesses a sense of civic pride and ownership.
4. The event should increase the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying overnight in Newport Beach are highly desirable.
5. The City's support must be used for implementation of an actual event – i.e. execution, not planning.
6. The event must be held principally within city limits.
7. The City's support should represent no more than 30% of the total event budget. Volunteer hours may not be counted toward the total event budget, but the value of in-kind goods and services may be counted.
8. The support request for the event must include a list of other City entities or groups and private sponsors from whom the applicant is seeking financial support.
9. The event need not always be free, but should be accessible to the community/public. Events that are not free should have a free to the public and/or a charitable giving component.
10. The City's support is a sponsorship, not a grant, and Newport Beach is to be treated as any other commercial sponsor would in terms of recognition and benefits. The City reserves the right to negotiate levels of recognition/benefits.
11. The Applicant must demonstrate the ability to produce and market a well-planned, safe event.
12. The Applicant must demonstrate strong financial management and effective management controls, including cost-effectiveness.

Summary of the Application Process

1. Applicants must apply six (6) months in advance of their event.
2. Each funding request must include a completed city application form. Attached to the application form must be:
 - i.) a description of the event,
 - ii.) a benefits statement explaining how the event meets the City support criteria,
 - iii.) a business plan for the event, including schedule,
 - iv.) a projected budget, including revenue and expenses, for the entire event,
 - v.) a marketing plan for the event, including campaign and target markets,
 - vi.) a sponsorship proposal to the City, and
 - vii.) data on potential economic impact of the event.
3. City support will be awarded for one year only. Events must apply annually.
4. Applicants must obtain all required Permits, Insurance, and Security/Police support as needed for the event and are responsible for all related costs.
5. Event organizers must submit a post event evaluation not later than ninety (90) days following the event.

6. The event/sponsoring organization must be in good standing on all previous City requirements and invoices. Reread #5 directly above.
7. The Applicant must submit a description of their organization including purpose, history, type of organization (non-profit, trust, corporation, etc).
8. The Applicant should designate a contact person should additional information be needed.

SPECIAL EVENT SUPPORT APPLICATION

ONLY COMPLETED FUNDING ASSISTANCE APPLICATIONS WILL BE ACCEPTED AND PROCESSED.

Directions for Completing the Application Form:

- Each question should be answered.
- If a question is not applicable, enter NA.
- Certain fields might become “hidden” based on the response you select, meaning that field no longer pertains.
- When selecting to submit by Email, your document will automatically be checked for completeness prior to actually being sent. Alert messages will popup when fields with required input have been left empty.
- A final verification will highlight all required fields in red. It is very important to submit a COMPLETE form.
- Incomplete applications will not be accepted.
- **All required documents must be sent as .pdf attachments when submitting via Email.**

If you are unable to attach the required documents for on-line submission, please print and mail the application and documents to:

City of Newport Beach
City Manager's Office
Special Event Funding Request Application
3300 Newport Beach, CA 92663

Prior to printing and mailing the completed form – check the application for completeness by clicking the “Submit by Email Button”.

NEWPORT BEACH SPECIAL EVENT APPLICATION FORM

Section One – Event Summary and Applicant Information

Name of Event

Date(s) of Event

Time(s) of Event

Location(s) or Venue(s) of Event

Is or will this be an annual event?

YES

NO

Type of Event – special interest, commercial, sports, cultural/arts, social, etc.

Is there a charge or fee for the event?

YES

NO

Describe what, if any, portion of the event is free to the public.

Describe what, if any, portion of the event is charitable fund raising. Please provide the name of the charity or charities the event supports along with a contact name and phone number for each charity. What percentage of the proceeds will each charity receive along with a dollar estimate of what the percentage may be in dollars?

Types of In-Kind City Sponsorship Requested – List:

Are you requesting any roads be closed? If Yes, which roads, when & for how long?

Amount of Cash Sponsorship from the City requested and how it will be used. Be specific.

Name of Applicant Organization			
Description of Applicant Organization - type of entity (attach proof of non-profit 501(c) 3 status if applicable), purpose, and history.			
Does the Applicant hold intellectual property rights to the event? If not, who does?			
Name of Contact and Contact Information for the Purpose of this Application.			
Address			
Phone	Fax		
Mobile	Email		
Is there a contract with an event organizer?	YES	NO	
Best times and ways to reach contact person.			

List Prior Event Experience of both the Applicant and the Event Organizer.

If the Applicant conducts a similar event in other cities or if the event has been held in Newport Beach previously, describe any difficulties you've encountered and what adjustments you've made to improve the event.

Provide previous locations of event, including reasons for leaving, if applicable.

Section Two – Benefit Statement
Description of How the Event Meets the City Criteria - Maximum two pages. Using the space below (and one additional page if needed), provide a narrative explaining how the event fulfills the City’s twelve evaluation criteria for support, listed at the introduction to this application.

Section Three – Event Description and Attachments

The application is not complete and will not be reviewed unless requested documents are attached.

Description of the Event – Maximum of one page.

A basic description of your event, including the objectives and history of the event, and if there is a special theme or focus of the event

Business Plan for the Event – Maximum two pages.

Include

- 1) Event goals, objectives and strategies.
- 2) Planning, preparation, event schedules with milestones and time frames.

Budget for the Event – Maximum two pages.

Include

- 1) Projected budget.
- 2) Detailed budget with cash flows, profit & loss forecasts.
- 3) A list of confirmed and potential sponsors, both financial and in-kind with dollars confirmed and requested.

Marketing and Promotion Plan for the Event – Maximum three pages.

Include

- 1) Target Markets.
- 2) Marketing Objectives.
- 3) Marketing strategies including advertising/PR activity and timelines.
- 4) Who is responsible for the marketing and promotion plan?
- 5) Do they have experience in either events/marketing/PR? If, what experience?
- 6) Itemized marketing and promotions plan budget.

Sponsorship Proposal Package.

Please attach a description of the specific benefits being offered to Newport Beach.

Economic Impact Potential.

Do you have any existing economic impact data such as a commissioned economic impact report for this event? If, yes, please attach the latest data along with who collated the data. Whether you have a previous report or not please use your best estimate to complete the boxes regarding attendance and lodging provided below.

Attendance. (Please do not exaggerate.)

Number of People Expected	NB Residents	US Residents	Foreign Visitors
Participants/Hosts/Competitors/Members of Applicant Organization			
Spectators/Attendees/ Audience/Ticket Buyers/Diners			
Volunteers/Workers/Vendors			
Totals			

Entry Fees	Adult	Child	Other
Participant			
Spectators			
Totals			

Need for Accommodation(s). (Please do not exaggerate.) Anticipated Number of Room Nights _____
Will all accommodations be in Newport Beach? If not, where? _____
What is the anticipated average stay in Newport Beach for Participants _____ Spectators _____
Permits and Safety Plan for the Event Have you applied for a Special Events Permit for this event? Yes _____ If, not when will you? _____ Have you spoken to Newport Beach Police Department about your event? Yes _____ If, not when will you? _____
Waste Minimization/Recycling/Clean-up Plan – Maximum two pages. Explain the types of controls, management programs, initiatives or incentives implemented by your organization, in order to reduce the amount of waste generated and to ensure city property is pristine following your event.

I hereby certify the foregoing statements to be true and correct and agree to defend, indemnify and hold harmless the City of Newport Beach, its City Council, officers, agents, employees and volunteers from and against any and all loss, claims, damages, liability, such claim or suit arising from or in any manner connected to the requested funding and activity. I hereby acknowledge that the Applicant is solely responsible for applying for and receiving all necessary City, County, and/or State permits necessary to conduct the event. I also agree if approved, to comply with all funding and special event permit conditions, and understand that failure to comply with any conditions or any violation of law may result in the immediate cancellation of the event, denial of future events, and or criminal prosecution.

Failure to comply with funding conditions can result in civil litigation to recover the City's money.

Name & Title _____ Date _____

 Signature